

SALEM



VIRGINIA

Salem

HALF MARATHON

8K, & Kids Fun Run

October 9th, 2021



Partnership Packet

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Introduction

The Salem Half Marathon's mission is to encourage people to get outside and get physically active. This race starts and finishes on Main Street, takes runners through the City of Salem neighborhoods, Roanoke College, and The Roanoke River Greenway. This is a race people will want to come back and do year after year.

The Salem Half Marathon is a unique event for the Salem area providing economic impact for Salem and the surrounding areas. As with many races, there is a diversity in participation that creates a number of branding opportunities. Partnering with us is a rare opportunity within the running community. Sponsoring this race is a perfect way for your company to become part of the positive impact these races make for the community and allows you to be highlighted throughout the year in addition to race day.

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About the Race

Mission:

To encourage a healthy lifestyle and family fitness through education and opportunity.

Vision:

We expect to grow this race participation to well over one thousand runners, highlight a charity program that will give back to the community, and provide a first-class, family oriented event that runners look forward to running each year.

Objectives:

- ♦ Increase physical activity among families in the community
- ♦ Encourage a spirit of community involvement and volunteering
- ♦ Promote downtown Salem and the business community
- ♦ Promote, publicize, and grow the Salem Half Marathon
- ♦ Raise money for charity



Race Demographics

Race Numbers:

As the Salem Half Marathon enters its sixth year we continue to see increases in number of participants. In 2019 we had 826 runners, an increase of 446 participants over the previous two years. *The 2020 race was run virtually with over 300 participants

Location:

78.5% of our runners live within the City limits of Salem or within 50 miles of Salem. In 2019 we had 346 Roanoke residents and 168 Salem residents.

Age/Gender:

- ♦ Our largest age group is 30-39 which makes up 27% of our runners followed by the 40-49 age group which consists of 24% of our runners
- ♦ 53% of runners are female
- ♦ 28.5% of participants have an annual household income of \$100,000—\$150,000
- ♦ 40% of our participants have their graduate degree and 30% have obtained their undergraduate degree

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Title Sponsor-Half

\$20,000

- Company logo printed on the front and back of the official Half Marathon Race Shirt as Half Marathon Title Sponsor—"Company Logo" Salem Half Marathon
- Company logo printed on the back of the official 8K and Kids Run race shirts and the front of the Volunteer and Staff shirts
- Company name/logo on all media, print & online as "Company Name" Salem Half Marathon
- Company logo/name included on TV commercials
- Company logo included on the Half Marathon race bibs
- Company logo/name on race bag given to every runner
- Company logo on all race medals, age group awards, and overall winner awards for the Half Marathon
- Company name on Half Marathon race results
- Company banners at the Start/Finish Line
- Recognition at the Press Conference & PSA announcing the race
- Company logo on the race website, sponsorship page, and registration website
- Company logo included on email blasts & social media
- Company announced at the Start/Finish Line & Awards Ceremony
- 10x10 booth space on Race Day & at Packet Pick-Up
- Company name on post-race finish photos
- Post-race finish line photo opportunities
- Promotional material in race bag
- Complimentary race entries
- Race shirts, finishers medals, and race bibs for company

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Title Sponsor-8K

\$12,000

- 
- Company logo printed on the front of the official 8K race shirt as Title Sponsor — “Company Logo”8K
 - Company logo printed on back of the official Half Marathon, Kids Run, Volunteer, and Staff shirts
 - Company’s logo/name on all media, print & online as “Company Name” 8K
 - Company logo/name included on TV commercials
 - Company logo/name will be included on all print media marketing
 - Company logo on 8K race bibs
 - Company logo/name on race medals, age group awards, and overall winners awards for the 8K
 - Company name on 8K race results
 - Company banners at the Start/Finish Line
 - Recognition at the Press Conference & PSA announcing the race
 - 10x10 booth space on Race Day & at Packet Pick-Up
 - Company logo/name on the race website, sponsorship page, registration website
 - Company logo included on email blasts & social media
 - Company announced at the Start/Finish line & Awards Ceremony
 - Post race finish line photo opportunities
 - Promotional material in race bag

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Title Sponsor—Kids Fun Run

\$6,000

-
- Company logo printed on the front and back of the official shirt as Kids Fun Run Title Sponsor — “Company Name” Kids Fun Run race
 - Company logo printed on back of the Half Marathon, 8K, Volunteer, and Staff shirts Kids Fun Run
 - Company logo/name on all media, print & online as “Company Name” Kids Fun Run
 - Company logo/name included on TV commercials
 - Company logo/name included on all print media marketing
 - Company banners at the Start/Finish Line
 - Recognition at the Press Conference & PSA announcing the race
 - Company logo/name on race website, sponsorship page, and registration website
 - Company logo included on email blasts & social media
 - Company logo/name on Kids Fun Run race medals & bibs
 - Company announced at the Start/Finish line & Awards Ceremony
 - 10x10 booth space on Race Day & at Packet Pick-Up
 - Post-race finish line photo opportunities
 - Promotional material in race bag

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Volunteer Sponsor

\$2,500

Producing an event such as a Half Marathon is not possible without the work of amazing volunteers. The Salem Half Marathon takes the work of over 200 volunteers in order to make the event run smoothly. Show your support by sponsoring the volunteers! By becoming the Volunteer Sponsor your logo will be on the back of every volunteer t-shirt as well as the volunteer check-in banner. You will also have the opportunity to donate products to be given out to the volunteers.



Photography Sponsor

\$ 2,000 (exclusive)

or 2—\$1,000 Sponsors

Photos are one of runners FAVORITE things to take away from the race, and with your help we can make these photos FREE to runners! Every photo will have your logo on it at full sponsorship, which runners will inevitably share on social media, post on their websites, and earn a spot on their brag wall! Your company name will be mentioned every time photos are mentioned including several e-newsletters and promotions for the race!

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Mile Marker Sponsor **\$1,500** (exclusive on all mile markers)
or \$150/Mile Marker (exclusive only/mile marker)

Get your name seen by runners up to 13 times! We will place your logo on each of the 13 mile markers throughout the course that each runner passes by as they make their way to the Finish Line.



Race Bib Sponsor **\$1,500** (all three races)
\$1,000—Half Marathon
\$700—8K
\$300—Kids Fun Run



As the Race Bib Sponsor, your logo will be featured on all half marathon, 8k, and kids run race bibs (expected over 800 runners). The race bibs are worn by all runners throughout the entire race giving other runners and spectators multiple opportunities to see your logo!



Race Medals Sponsor

\$2,000

Your engraved logo will be featured exclusively on the back of all half marathon, 8k, and kids run race medals (expected over 800 runners) with full sponsorship. Each race finisher receives a race medal that they will love to show off to family and friends to highlight their accomplishments. Make sure these customized medals include your logo for maximum exposure! Sponsors receive each of the race medals for company to display.



Race Shirt Sponsor

\$3,000



Full sponsorship will receive logo featured on sleeve of all half marathon, 8k, and kids fun run race shirts—set apart from all other sponsor logos. \$1,000 sponsors receive logo on back of shirt.

Get your name seen by all runners, spectators, and every time the race shirts are worn by runners.



Mylar Thermal Blanket Sponsor

\$1,000*

Or 2—\$500 Sponsors



Keep runners warm after the race by sponsoring the thermal blankets. Your company name will be announced every time thermal blankets are mentioned including social media posts, e-newsletters, and race day announcements.

* For an additional sponsorship price, your business name and logo can be added to the thermal blankets in an all-over pattern and seen by all runners and spectators.

Pre-Race Warm-Up Sponsor

\$1,000 (exclusive)



We provide runners with a pre-race warm-up and stretching by a certified group exercise instructor as they prepare to run one of the races. Sponsors will have the exclusive naming opportunity and have their name on stage as well as be announced exclusively as the Pre-Race Warm-Up Sponsor during the 20 minute pre-race warm-up in the Salem Farmers Market.

**“Runner of the Week”****\$2,000 (exclusive)****“Runner of the Month”****\$1,000**

This sponsorship opportunity will bring weekly anticipation and excitement for the runners and fans of the Salem Half Marathon. We will select a runner from our past races and/or currently registered runners and highlight them with a short Q&A. Every week/month we will create a “Runner of the Week/Month” Social Media post with links back to your website/social media page(s).

**Recovery Zone Sponsor****\$1,000 (exclusive)**

We provide runners with a recovery zone as they finish the race to work out any kinks from completing the 13.1 miles! Runners are provided a free yoga session, stretching station and more. Help these runners out by providing them with a way to recover after this tough race. You will have the opportunity to hand out any recovery samples or promotional products to the runners, as well.

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Water Station Sponsor

\$1,000 (exclusive per water station)



Brand one of the five water stations located along the course with your name giving you the opportunity to promote your company in a unique way! You have the option of working the water station, or we will find a charity partner who will work it for you or with you. The partnering charity will receive \$500 from the Salem Half Marathon making this a great way to not only gain exposure but also give back to the community.

Time Clock Sponsor

\$1,000 (exclusive)



As every runner crosses the Finish Line they look up to see their finish time.

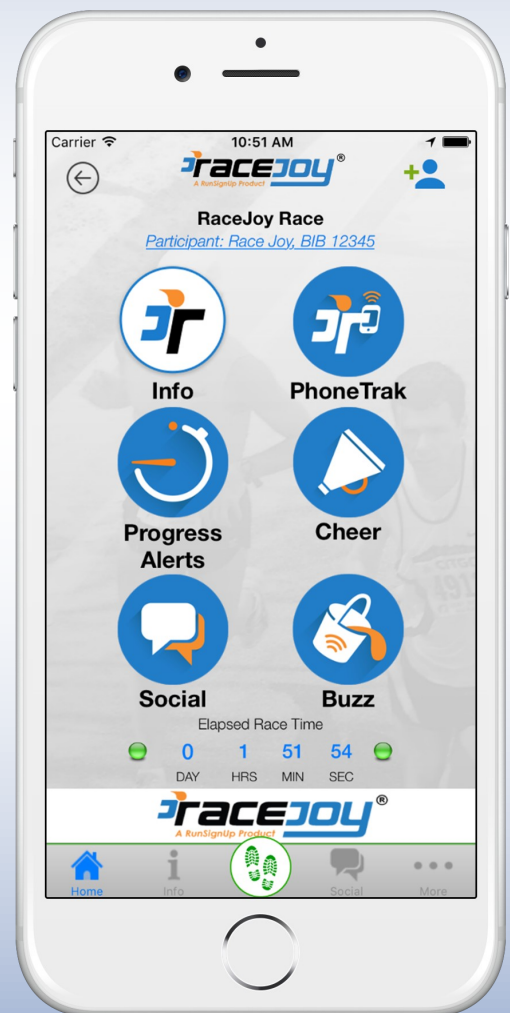
Have your logo placed on the finish clock that will be seen by each runner as they cross the Finish Line as well as all their friends, family, and all spectators who are there cheering them on. This sponsorship also provides a perfect picture opportunity as photographers capture runners as they complete the race. Runners love to share their finish photos on their social media pages providing you even more

**RaceJoy Sponsor****\$ 2,000** (exclusive)**Exclusive RaceJoy app Sponsor: \$2,000****-or-****Progress Alert Sponsor (1 available): \$1,500****-or-****Banner Ad sponsor (3 available): \$750**

RaceJoy is a fun interactive app that creates a great race day experience for both runners and spectators. By tapping into the power of runners' smart phones, RaceJoy delivers real time performance information and the ability for family and friends to show their support from around the world! Spectators both at the event and staying at home are able to track runners, send cheers, and get branded notifications at every mile split. There is no charge for runners to use RaceJoy.

Sponsors have the opportunity to be prominently showcased in RaceJoy reaching a highly engaged audience of participants and their supporting family and friends. RaceJoy offers linkable banner ads, custom branding in user social media posts and with each progress alert issued. Alerts are typically issued at every mile creating thousands of impression moments and a significant value for the sponsor.

The interactive tools within RaceJoy draw people in and ensure the race and sponsors receive maximum exposure.





Race Day Exhibitor

\$300

Set up a Finish Line Booth to gain attention from runners after they cross the finish line as well as spectators as they wait for their runners to finish.

- Runners will be directed into the Farmers Market after they cross the Finish Line where they will pass by your booth
- The Farmers Market is open to the public on race day and attracts visitors to Downtown Salem
- Be located in the central area where spectators gather and cheer on the runners as they finish
- Hand out promotional material, sell products or run contests to gain attention





Ambassador Supporter

Our Race Ambassadors help us spread the word about the Salem Half Marathon, and they like to TALK! Help us reward them for their hard work and get them to talk about your awesome product(s) by donating your products to the race.

- Donations should include a minimum of 25 pieces (for 25 ambassadors), but can include 12 or 24 more for 1st, 2nd and 3rd place in the Half Marathon and/or 8k (male and female, open and masters divisions).
- Make your product even more noticeable by donating 25 additional pieces for race staff to wear on race day.



Winners' Package

Our runners have all trained hard for these races, and we'd love to reward our overall race and age group winners with amazing products, services, and dining/drinking experiences that highlight local business with their donated products, services, or experiences.

Donations can include: 4 (overall 1st place male/female in the half and 8k), 12 (top 3 overall male/female in both races), 4 (overall 1st place masters male/female in both races), 4 (oldest and youngest male/female), 2 (kids fun run top male/female), along with many other options.





Post-Race Entertainment Sponsor

Our runners expect a great post-race experience when they cross the finish line. They have trained for months, just given their best effort, and are eager to stick around eating, drinking, and would love entertainment options while they cool down and wait for friends and family to cross the finish line. We would love to provide them plenty of post-race entertainment options.

There are options for in-kind donations from entertainment businesses as well as sponsorships to provide music, fun, games, and more for the more than 700 runners between the half marathon, 8k, and kids fun runs.



Post-Race Food/Drink Sponsor

Our runners expect a great post-race experience when they cross the finish line. They have trained for months, just given their best effort, and are usually pretty thirsty and hungry. We would love to provide them plenty of post-race options of great tasting foods and drinks from local businesses while highlighting our fantastic local restaurants, bakeries, coffee shops, and breweries.

There are options for in-kind food and drink donations as well as sponsorships to provide these options to our more than 700 runners between the half marathon, 8k, and kids fun runs. There are also options to sell food and drink to spectators during the race event and at packet pick-up the day before the race providing your company even more exposure.



Additional Sponsorship Opportunities

Opportunity

Cost

Race-course yard signs *sponsor provides logo	\$30/logo or \$50/exclusive sign
E-Newsletter Advertorial *sponsor provides ad	\$100/ad
Sponsored Facebook/Twitter post *sponsor provides ad	\$100/ad
Event Bag Offer *sponsor provides artwork	\$250/offer
Finish Line Banners * sponsor provides banners	\$200/banner
Potty Sponsor– 11' x 17' poster *sponsor provides posters	\$50/potty (20 available)
Company logo on volunteer and staff shirts *sponsor provides logo	\$500



Benefits Summary

Sponsor Benefit	Title Sponsor	\$2,000+	\$1,500+	\$1,000+	\$500+/ In-Kind
Logo on Official Race Shirt	✓	✓	✓	✓	
Logo on Website Sponsor Page	✓	✓	✓	✓	✓
Banner at Start/Finish Line (provided by sponsor)	✓	✓	✓	✓	✓
Promotional Material in Race Bag (provided by sponsor)	✓	✓	✓	✓	✓
Announcements on Race Day	✓	✓	✓	✓	✓
Table at Finish Line Festival	✓	✓			
Table at Packet Pick-Up	✓				
Complimentary Race Entry	Multiple	2	1		
Included in all Print Material	✓				
Social Media Posts	✓	✓	✓	✓	✓
Included in TV Advertisements	✓				
E-Newsletter Announcement	✓	✓	✓	✓	✓
Logo on Yard Sign Along Course	✓	✓	✓	✓	
Race Shirts Given to Sponsor	Multiple	5	3		
Race Medals and Bibs Given to Sponsor	Multiple				
Logo on Volunteer Shirt	✓				
Logo on Staff Shirt	✓				

*Please note: Exclusive Sponsorships, where indicated, may provide additional sponsor exposure depending on the type of sponsorship.

We are able to create a customizable package just for you! Feel free to mix and match and let us know what works for you! We want to not only promote our event but your business as well!

Contract

This agreement is made by and between the City of Salem Half Marathon, organized by the Salem Parks & Recreation and Blue Ridge Racing and _____
(hereafter referred to as "Sponsor" and dated this _____ day of _____ 2020.

The City of Salem Half Marathon agrees to provide the following services and privileges to the sponsor as outlined in the sponsorship prospectus:

- | | | |
|---|---|--|
| <input type="checkbox"/> Title Sponsor | <input type="checkbox"/> Recovery Zone Sponsor | <input type="checkbox"/> Race Bib Sponsor |
| <input type="checkbox"/> Volunteer Sponsor | <input type="checkbox"/> Pre-Race Warm-Up Sponsor | <input type="checkbox"/> Thermal Blankets Sponsor |
| <input type="checkbox"/> Photography Sponsor | <input type="checkbox"/> Time Clock Sponsor | <input type="checkbox"/> Food/Drink Sponsor |
| <input type="checkbox"/> RaceJoy Sponsor | <input type="checkbox"/> Water Station Sponsor | <input type="checkbox"/> Winners' Package Sponsor |
| <input type="checkbox"/> Mile Marker Sponsor | <input type="checkbox"/> Race Medal Sponsor | <input type="checkbox"/> Post-Race Entertainment Sponsor |
| <input type="checkbox"/> "Runner of the Week/Month" Sponsor | <input type="checkbox"/> Race Shirt Sponsor | <input type="checkbox"/> _____ |

Other Terms mutually agreed upon: (if none, so state):

Sponsor shall pay to the City of Salem Parks & Recreation the sum of _____

And/or trade value of products to be donated to the Salem Half Marathon . . . \$ _____

Which sum is due and payable within 15 days of this contract or by _____

If the Sponsor is donating product, the delivery date will be _____

The Sponsor agrees to a 1 2 3 year contract agreement ending after the 20____ race to provide equal sponsorship sum of money and/or donated products each year of contract. *(circle number)*

City of Salem Parks & Recreation Signature

Sponsor Signature

By: _____

By: _____

Print: _____

Print: _____